

**REMARKS**

Claims 10-29 are pending in the present application.

Claims 1-9 were previously cancelled by preliminary amendment.

Claims 10, 25 and 28 are amended.

It is believed these changes do not involve any introduction of new matter. Consequently, entry of these changes is believed to be in order and is respectfully requested.

**Rejection Under 35 USC 103 (a) Over USP 6,083,422 and**

**Over WO 98/21307 in view of USP 6,083,422**

Claims 10-29 stand rejected under 35 USC 103(a) as being unpatentable over USP 6,083,422 and over WO 98/21307 in view of USP 6,083,422. Applicants respectfully traverse this rejection for two reasons. First, the cited art does not establish a *prima facie* case of obviousness because it does not teach or suggest all of Applicants' claim limitations nor would such art motivate the skilled artisan to do what Applicants have done.

The February 13, 2004, Office Action states that with respect to the radical scavenger element of Applicants' claims, '307 teaches the use of radical scavengers in general, and '422 teaches the use of the specific radical scavengers of Applicants' claims in a thickened bleach composition. Applicants assert that '422 is directed to the use of aromatic rheology stabilizing agents that have up to four (4) substitutions at defined ring positions. Applicants contend that '422 and '307 do not teach or suggest the materials that Applicants recite as radical scavengers in their amended claims, and that such art does not even recognize that such materials are useful in any type of cleaning composition. As a result, the skilled artisan would not be motivated to employ such materials in a cleaning composition. Consequently, the cited art does not support a *prima facie* case.

Furthermore, Applicants contend that even though the art discloses a generic formula for certain rheology stabilizing agents – a formula that is not recited in Applicants' claims – and that radical scavengers are useful in cleaning compositions, such art does not support a *prima facie* case as such art does not provide motivation to choose the materials that Applicants employ as

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radical scavengers in the claimed compositions. Thus, the cited art does not support a *prima facie* case.

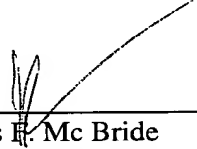
### Conclusion

Applicants have made an earnest effort to place their application in proper form and to distinguish the invention as now claimed from the applied references. In view of the foregoing, Applicants respectfully request reconsideration of this application, entry of the amendments presented herein, and allowance of Claims 10-29.

Respectfully submitted,

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